



CITY COUNCIL AGENDA REPORT

MEETING DATE: NOVEMBER 1, 2005

ITEM NUMBER:

SUBJECT: GPS-05-07 GENERAL PLAN SCREENING REQUEST FOR 605 TOWN CENTER DRIVE

DATE: OCTOBER 20, 2005

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: CLAIRE L. FLYNN, AICP, SENIOR PLANNER

FOR FURTHER INFORMATION CONTACT: CLAIRE L. FLYNN, AICP, SENIOR PLANNER
(714) 754-5278

RECOMMENDATION

Accept proposed General Plan amendment screening request for processing.

BACKGROUND

Project Description

The Orange County Performing Arts Center is requesting City Council consideration of a General Plan amendment which would allow construction of residential condominiums in conjunction with the future museum/art academy building located at 605 Town Center Drive. See the summary sheet (Attachment 1) for more detailed information.

General Plan Screening Criteria

City Council Policy 500-2 establishes a procedure for processing privately initiated General Plan amendments. This procedure involves a City Council screening of these requests prior to their acceptance for formal processing. The policy includes three criteria for accepting requests and two criteria for rejecting requests. The acceptance criteria are as follows:

1. A General Plan amendment is necessary to resolve inconsistency between the General Plan designation and zoning of a parcel.
2. A General Plan amendment is necessary to provide a uniform land use designation on a single parcel.
3. A General Plan amendment would result in decreased traffic impacts from the property.

Concurrent Processing of North Costa Mesa High-Rise Residential Amendments

Attachment 2 is a summary sheet identifying the four different locations in which the City Council has already accepted General Plan screening applications for processing. These locations include: (1) Pacific Arts Plaza, (2) Segerstrom Town Center, (3) The Lakes Pavilions Retail Center, and (4) South Coast Metro Center.

If this screening request is accepted for processing, all five applications for high-rise residential condominium development will be processed concurrently. In addition, the project-specific and cumulative environmental impacts will be analyzed in a single, comprehensive environmental impact report. This approach was successfully used in Years 2000-2001 for projects in the South Coast Plaza Town Center, submitted by Commonwealth Partners, South Coast Plaza, and the Orange County Performing Arts Center.

ALTERNATIVES CONSIDERED

City Council has the following alternatives available for consideration for this screening request:

1. Accept the screening request for processing. Pursuant to Council Policy 500-2, Council may acknowledge that the General Plan screening criteria are only guidelines and that City Council may accept an application that does not meet the criteria based on other considerations. The justification for approving the screening request is provided on the summary sheet.
2. Deny the screening request. Denial of the request would maintain the existing land use designation, corresponding land use regulation, and entitlement of the art museum/academy site.

FISCAL REVIEW

Fiscal review is not required for this item.

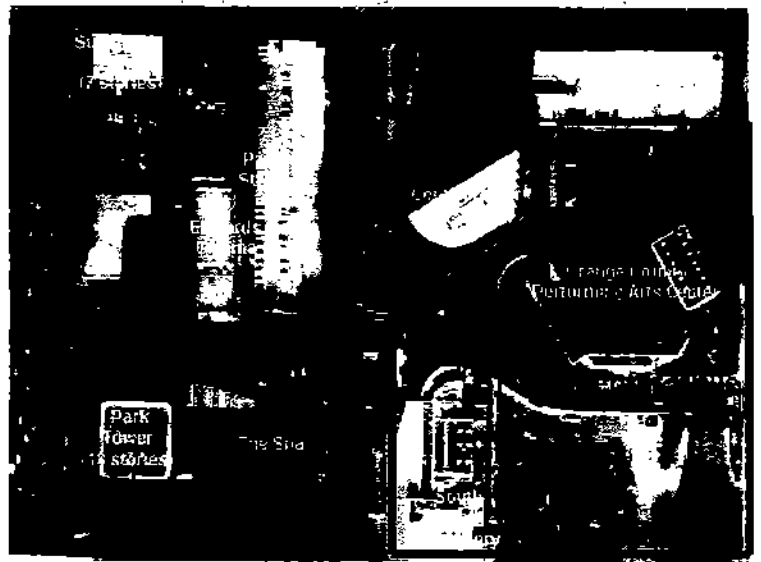
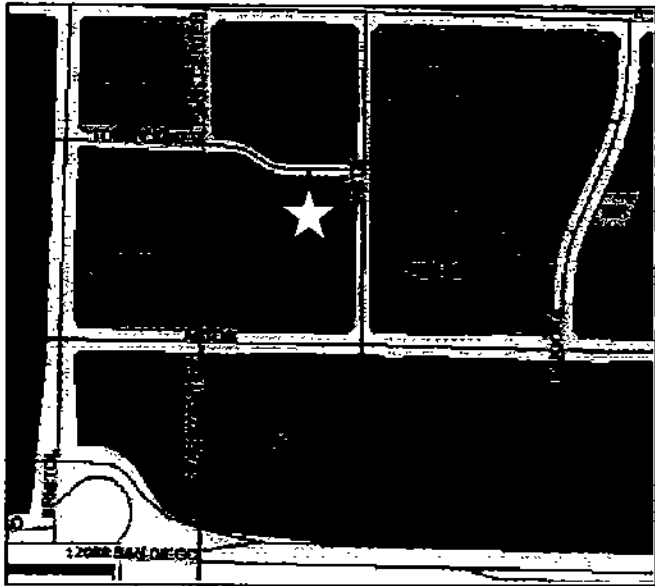
LEGAL REVIEW

Legal review is not required for this item.

CONCLUSION

Staff recommends acceptance of the proposed General Plan amendment for processing and additional analysis.

If the screening request is approved, project specific environmental analysis will be completed for this development proposal. Based on a preliminary traffic and land use analysis, staff believes that the screening request merits further consideration through the General Plan amendment process.



GENERAL PLAN SCREENING REQUEST

The General Plan screening request is to amend the description of the Cultural Arts Center land use designation to include residential land uses and reflect a site-specific floor area ratio, density, and trip budget for the museum/art academy building in the Segerstrom Center for the Arts area. The existing General Plan land use designation and zoning (i.e. Cultural Arts Center/Town Center zone) does not include residential land uses. The purpose of the General Plan amendment is to allow a mixed-use building consisting of residential condominiums on the upper floors of a future art museum/academy. This art museum/academy site is located adjacent to the new Concert Hall on Avenue of the Arts and Town Center Drive.

The proposed development project will involve the following:

- Construction of a new facility for the Orange County Museum of Art adjacent to the new Concert Hall.
- Construction of residential condominiums on the upper floors of the new art museum/academy
- Projected traffic demand not to exceed infrastructure capacity;
- General Plan amendment for a site-specific FAR, building height, trip budget, and/or density;
- North Costa Mesa Specific Plan amendment, Preliminary Master Plan, CEQA Documentation

LAND USE ANALYSIS

The Segerstrom Center for the Arts site is a subarea of a 54-acre area known as South Coast Plaza Town Center. This site includes the South Coast Repertory Theater (843 seats), Symphony Hall (2,500 seats under construction), and Orange County Performing Arts Center (3,000 seats). The proposed art museum/academy is an unbuilt entitlement for a four-story (maximum 80 feet in height), 140,000 sq.ft. building. The applicant's request to modify the entitlement to add residential uses on the upper floors of the museum/academy will result in a mixed-use development project in this urban area. Staff believes that the site's proximity to cultural arts venues, restaurants, and office uses make it an ideal location for a mixed-use building, and therefore, considers the proposed project as compatible with the surrounding land uses.

TRAFFIC ANALYSIS

The applicant's request is to modify the entitlement of the art museum/academy without resulting in adverse traffic impacts to the circulation system. The proposed residential development is to be within the development capacity of the circulation system. Further traffic analysis will be completed at the time of project submittal, and the findings be verified/evaluated in the appropriate CEQA document.

JUSTIFICATION FOR ACCEPTANCE OF SCREENING REQUEST

While the proposal does not satisfy specified screening criteria, staff recommends acceptance of the General Plan screening request for the following reasons:

1. Proposes to be within the circulation system and infrastructure capacity. The proposed residential uses in a mixed-use building is expected to be within the development capacity of the roadway network.
2. Creates a unique housing type in Costa Mesa. The proposed project will be the among the first of this kind of housing type in Costa Mesa. The new mixed-use building will complement the cultural and entertainment arts center uses at South Coast Plaza Town Center
3. Achieves General Plan Housing Element Goal HOU-3. The purpose of the three General Plan acceptance criteria is to provide guidelines to screen General Plan amendment requests. While the proposed project does not strictly satisfy these specified criteria, it would achieve an important Housing Element goal by supplementing a diverse housing supply. It would meet the housing needs of the high-income segments of the community at a level no greater than which can be supported by planned infrastructure improvements.

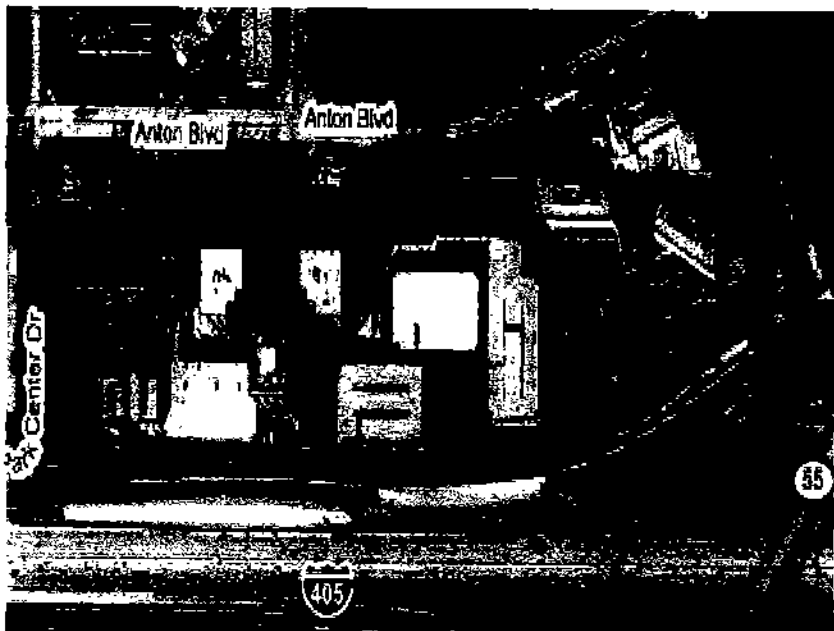


Segerstrom Town Center (owned by C.J. Segerstroms & Sons) is located on 3400/3410/3420 Bristol Street between Town Center and Sunflower. There are two proposals for this site.

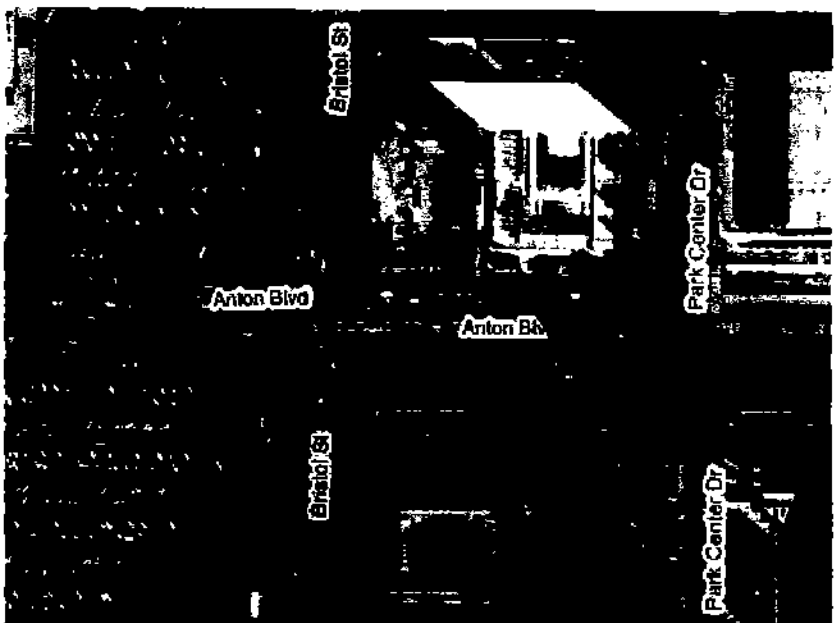
- If office uses are translated into residential uses, a residential high-rise condominium tower will be built reaching up to 21 stories/315 feet.
- If the proposed luxury hotel is modified, they will construct residential condominiums on the upper floors of this proposed hotel. This plan promotes mixed use development where residents may enjoy nearby cultural arts events and be close to nearby office towers.



The Lakes Pavilions Retail Center (owned by Fifield Properties) is located at 580 Anton Boulevard on the corner of Anton Boulevard and Avenue of the Arts. Proposed for this site are two high-rise condominium towers with approximately 250 units reaching 252 feet. This will introduce a unique housing type to the City where residents of the condominiums will be close to cultural and entertainment arts centers at South Coast Plaza Town Center.



South Coast Metro Center (owned by Roy K. Sakioka & Sons) is located between 475 - 595 Anton Boulevard by Park Center Drive and north of the 405 freeway. In lieu of the existing hotel entitlement, a residential condominium high rise is proposed for this site, but exact location has not been determined yet. The condominiums will serve the growing demand for high-end luxury housing with many residential amenities.



Pacific Arts Plaza is a sub-area of South Coast Plaza Town Center located at 675 Anton Boulevard between Park Center Drive and Bristol Street. This property is owned by Maguire Properties. A residential condominium high rise is proposed to complement the existing cultural arts, office, and commercial uses.

**Residential High Rises
Accepted for Processing**

RECEIVED
CITY OF COSTA MESA
DEVELOPMENT SERVICES DEPARTMENT600 TOWN CENTER DRIVE
COSTA MESA, CALIFORNIA 92626
714.556.2121 WWW.OCPAC.ORG

September 16, 2005

SEP 19 2005

Ms. Kimberly Brandt
Principal Planner
City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92626

Re: Possible condominium component in a cultural facility in the Costa Mesa Theater and Arts District.

Dear Ms. Brandt,

The Orange County Performing Art Center is aware that the City of Costa Mesa is undertaking an environmental impact analysis of several proposed high-rise condominium projects in and near the Costa Mesa Theater and Arts District.

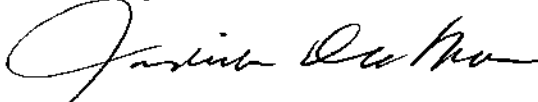
Recent communications to the OCPAC board indicate that the Orange County Museum of Art has begun planning to develop a new facility in the near future lying between Avenue of the Arts and the new Symphony Hall. As part of our study with the museum, we concluded that the addition of a residential component to the project would serve community needs and city policies at the same time that it makes the project more feasible from a business standpoint.

We were unable to participate in the recent staff and City Council screening process involved in the initial stages of processing a General Plan Amendment for the other residential projects because doing so was not timely. We would now like to explore with you ways to include analysis of a possible residential component in the structure planned for the vacant OCPAC site as part of the review effort that the City has just initiated.

You undoubtedly recall that existing entitlements call for a structure of 140,000 s.f. on that site. In earlier planning approvals, the structure was identified as a possible museum or academy. We understand that it may be possible to modify the square footage cap if a revised project does not result in increased traffic impacts on surrounding streets. We commit to a design that observes relevant trip budgets for the area, and we realize that we must observe the height limits that prevail in this area. We also know that parking requirements for a complex that includes residential uses will be different from those that house only a museum or academy. We are prepared to include such modified parking needs in our planning.

Thank you for any assistance you can offer in this matter.

Yours truly,



Judith O'Dea Morr
Interim President

Attachment 3

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